



Course Code: PRC 205

Course Title: Writing For Public Relations

Campus: Roysambu Campus, Online.

Semester: May -August 2022

Lecturer: F. Maina Mararo

Duration: 3 hours

Instructions: Section A is Compulsory. Answer any three questions from Section B.

Section A

Question One

- a) Show **TWO** ways in which writing for public relations unit has been relevant to you. (2 marks)
- b) As the Public relations Officer at PAC University, you are required to write the Vice Chancellor's speech for the upcoming graduation ceremony. Describe **FOUR** errors you would avoid while writing this speech. (8marks)

Section B

Answer any three questions.

Question Two

- a) Using examples, explain **FOUR** main ways that you can make contents in a press release persuasive for your organization to get media coverage. (4mks)
- b) Describe **THREE** reasons why you would conduct research before writing as a public relations officer. (6mks)

Question Three

As a public relations officer at the world health organization-WHO, you are in charge of organizing a conference to discuss the impact of COVID-19. Discuss **FIVE** PR tools that you would design or write for this meeting. (10mks)

Question Four

As a student who has acquired knowledge and skills in writing for public relations;

- a) Advise a writer for public relations on writing PR contents on the website. (5 marks)

b) Briefly describe how the writer above can gain immediate attention of audiences for the document written? **(5mrks)**

Question Five

*You have been instructed to send a news release to all the local media houses to notify them of an upcoming event to be hosted by an aspiring presidential candidate in Kenya that you are working for. As a public relations officer, show **FIVE** writing strategies you can use to make this form of writing or message more convincing. **(10 mrks)***